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April 11, 2025

For immediate release

Name of Company: BIC CAMERA INC.
Representative: Toru Akiho
Representative Director and President
Securities Code: (Tokyo Stock Exchange, Prime Market: 3048)
Inquiries: Yuta Sato
Executive Officer,
Supervising Business Management
TEL: +81-(0)3-3987-8785

**Notice of Difference Between Six-Month Consolidated Earnings Forecasts and Actual Results for the Year Ending August 31, 2025,
Revision to Full-Year Consolidated Earnings Forecasts, and Increased Dividends for the Year Ending August 31, 2025**

BIC CAMERA INC. hereby announces that there was a difference between six-month consolidated earnings forecasts for the year ending August 31, 2025, which we announced on October 11, 2024, and the actual results announced today.

We have also revised the company's full-year consolidated earnings forecasts for the fiscal year ending August 31, 2025, and the surplus dividend (interim dividend) and year-end dividend forecasts, as follows.

1. Difference between earnings forecasts and actual results, and revision to our forecasts

(1) Difference between six-month consolidated earnings forecasts and actual results for the year ending August 31, 2025 (September 1, 2024 to February 28, 2025)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Earnings per share
Previous forecast (A)	Millions of yen 469,500	Millions of yen 10,500	Millions of yen 11,500	Millions of yen 6,400	Yen 37.39
Current fiscal year's results (B)	479,502	14,915	15,834	9,006	52.61
Change (B-A)	10,002	4,415	4,334	2,606	
Change (%)	2.1	42.1	37.7	40.7	
Reference: Previous fiscal year's results (Six months ended February 29, 2024)	447,524	9,715	10,924	5,558	32.47

(2) Revision to full-year consolidated earnings forecasts for the year ending August 31, 2025 (September 1, 2024 to August 31, 2025)

	Net sales	Operating profit	Ordinary profit	Profit attributable to owners of parent	Earnings per share
Previous forecast (A)	Millions of yen 952,000	Millions of yen 26,500	Millions of yen 28,400	Millions of yen 15,200	Yen 88.79
Current forecast (B)	968,000	31,000	32,000	17,000	99.29
Change (B-A)	16,000	4,500	3,600	1,800	
Change (%)	1.7	17.0	12.7	11.8	
Reference: Previous fiscal year's results (Year ended August 31, 2024)	922,572	24,388	26,674	13,908	81.25

(3) Reason for the difference and revision

For the first six months of the current fiscal year, net sales exceeded initial forecasts, mainly due to the strong performance of the mobile phone sales agency business. On the profit side, in addition to the aforementioned increase in earnings, efforts to control overall SG&A expenses resulted in all profits exceeding initial forecasts. For the full-year consolidated earnings forecasts for the year ending August 31, 2025, we have revised upward the previously announced forecasts for net sales and each profit, taking into account the factors for the first six months of the current fiscal year.

2. Dividend for the year ending August 31, 2025

(1) Surplus dividend (interim dividend)

	Amount determined	Latest dividend forecast (Announced on October 11, 2024)	Previous fiscal year's results (Year ended August 31, 2024)
Record date	February 28, 2025	Same to the left	February 29, 2024
Dividend per share	18.00 yen	16.00 yen	9.00 yen
Total amount of dividends	3,081 million yen	—	1,540 million yen
Effective date	May 19, 2025	—	May 17, 2024
Source of dividends	Retained earnings	—	Retained earnings

(2) Revision to annual dividend and dividend forecast

	Dividend per share (yen)		
Record date	Interim period-end	Year-end	Total
Previous forecast	16.00 yen	20.00 yen	36.00 yen
Revised forecast		22.00 yen	40.00 yen
Current fiscal year's results	18.00 yen		
Previous fiscal year's results (Year ended August 31, 2024)	9.00 yen	24.00 yen	33.00 yen

(3) Reason for the above

We consider shareholder returns as one of the most important management issues and its basic policy is to distribute profits appropriately according to earnings results. Under the basic policy, we will work to achieve a

consolidated dividend payout ratio of 40%.

Based on the above policy, regarding the interim dividend with a record date of February 28, 2025, the Board of Directors resolved at the meeting held on April 11, 2025, to increase the dividend by 2 yen per share from the latest dividend forecast of 16 yen to 18 yen.

In addition, with regard to the year-end dividend forecast, we expect to increase the dividend by 2 yen per share from 20 yen to 22 yen, taking into account the aforementioned revision to the full-year consolidated earnings forecasts, and have revised the annual dividend forecast to 40 yen, including the interim dividend of 18 yen.

(Note) The above forecasts are projections based on judgments made based on information currently available and include uncertain factors. Actual results may differ from those forecasts above.